

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 PA-02 PRS-01

CIAE-00 INR-07 NSAE-00 /043 R

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USIA/LLUCHS (PHONE)

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R 090109Z MAY 76

FM SECSTATE WASHDC

TO AMEMBASSY QUITO

INFO AMCONSUL GUAYAQUIL

UNCLAS STATE 113122

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: INTERAMERICAN CONGRESS OF THE CONSTRUCTION

--- INDUSTRY

REF: QUITO 2512

1. APPRECIATE POST ADVICE OF SELECTION OF QUITO FOR SUBJECT CONGRESS, SEPTEMBER 27-30, 1976. USDOC WILL PUBLICIZE THE CONGRESS IN COMMERCE AMERICA AND PREPARE A NEWS RELEASE FOR DISTRIBUTION TO APPROPRIATE TRADE ASSOCIATIONS AND PERIODICALS. BEFORE ISSUING NEWS RELEASE, IT WILL BE NECESSARY TO HAVE MORE INFORMATION ON ROLE OF U.S. COMPANIES IN THE CONGRESS. IT WOULD BE DIFFICULT, WITH THE INFORMATION IN HAND, TO ATTRACT U.S. INDUSTRY. SUGGEST POST SECURE FULL AGENDA AND INFORMATION ON ROLE U.S. COMPANIES CAN PLAY. WILL THEY PARTICIPATE IN ROUND TABLE DIS-
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CUSSION, HAVE FACILITIES FOR INDIVIDUAL INTERVIEWS/DIS-

PLAYS OR MERELY OBSERVE AS A MEMBER OF THE AUDIENCE AND
MAKE CONTACTS ON THE SIDE?

2. AS REGARDS CATALOGS, THE POST MUST RELY HEAVILY ON
THOSE AVAILABLE FROM THE JUNE CATALOG SHOW (CS). 154 U.S.
COMPANIES OF WHICH 140 ARE NEW-TO-MARKET AND 14 OLD-TO-

MARKET HAVE ALREADY SIGNED FOR THE CS. THIS EXCELLENT
RESPONSE SHOULD BE SUPPLEMENTED BY SECURING ADDITIONAL
OLD-TO-MARKET CATALOGS FROM LOCAL REPRESENTATIVES. THE
COMBINATION OF THESE TWO SOURCES SHOULD PROVIDE A GOOD
CROSS SECTION OF U.S. INDUSTRY AND SHOULD SUFFICE FOR THE
CONFERENCE. USDOC RESOURCES PRECLUDE THE ADDITION OF
A NEW CS WITH FRESH PROCUREMENT. ALSO, IT WOULD SEEM
UNNECESSARY TO ENGAGE IN FRESH PROCUREMENT GIVEN THE
NUMBER OF COMPANIES AND CATALOGS AVAILABLE FROM THE JUNE
EVENT AND FROM LOCAL DISTRIBUTORS.

3. USIA WILL BE PROVIDING A LIMITED NUMBER OF FILMS FOR
THE JUNE CS. IN ADDITION THEY WILL HAVE A
FULL COLLECTION OF FILMS AVAILABLE ON THE BUILDING AND CON-
STRUCTION INDUSTRY BY MID-SUMMER. POST SHOULD SEND RE-
QUEST DURING NEXT 45 DAYS TO USIA/IMV/R TO MAKE RESERVA-
TION FOR SEPTEMBER EVENT. IF INDUSTRY SPECIALIST SELECT-
ED FOR JUNE CS PROVIDES ADDITIONAL SOURCES, POST CAN DIS-
CUSS REUSE IN SEPTEMBER DURING JUNE VISIT.

4. SUGGEST POST CANVAS LOCAL DISTRIBUTORS TO DETERMINE
INTEREST/SUPPORT IN PROVIDING CATALOGS OLD-TO-MARKET FIRMS
AND POSSIBLE FINANCIAL SUPPORT FOR INDUSTRY SPECIALIST.
THIS COULD BE DURING OR AT CLOSE OF JUNE CS AFTER LOCAL
REPRESENTATIVES HAVE HAD OPPORTUNITY TO VISIT SHOW AND
MEET INDUSTRY EXPERT. WE WILL INQUIRE RE HIS AVAILABILITY
FOR RETURNING IN SEPTEMBER AND ADVISE POST.

5. AT THIS TIME IT IS NOT COMPLETELY CLEAR AS TO HOW THIS
POST-SPONSORED EVENT WILL MESH WITH CONGRESS. ASSUME YOU
CONTEMPLATE A SEPARATE, IDENTIFIABLE USG EX-
HIBIT AT THE SITE OF THE CONGRESS, STAFFED HOPEFULLY BY
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U.S. INDUSTRY REPRESENTATIVE. IF THIS IS THE CASE, THERE
COULD BE A COST ASSOCIATE WITH SPACE RENTAL. THERE WOULD
ALSO BE THE POSSIBILITY OF REPRESENTATIONAL EXPENSES IN-
CURRED FOR PUBLICITY, PROMOTION, RECEPTION, SECRETARY,
ETC. ASSUME SUCH EXPENDITURES CAN BE COVERED BY POST.
IT WOULD BE USEFUL TO HAVE A FULL GAME PLAN, IF POST DE-
CIDES TO MOVE FORWARD ON THIS PROJECT, IN ORDER ADVISE
INTERESTED U.S. INDUSTRY REPS. KISSINGER

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